

**AMPHITHEATER COMMITTEE MEETING  
TUESDAY, OCTOBER 18, 2010  
7:00 P.M.**

The Amphitheater Committee met on the above date and time at City Hall, 133 West First Street, Rushville. Chairman Mike Pavey called the meeting to order. Members present were: Charlie and Peggy Stout, Jemmy Miller, Rick Macy, Carla Sharpe, Kim Rathz, John McCane, Mike Pavey, Sandy Fussner, Teresa Asbury, Dale Gardner, Marcus Strobl and Cain Grocox.

**OLD BUSINESS:**

Asbury stated the refrigerator and table and chairs will be taken to the green room soon.

Sharpe shared with the group the Thank You letter to the Sponsors. The newspaper did a very good job on it.

**NEW BUSINESS:**

501.C.3 – Heart of Rushville – Their board willing to operate independently. Will not commit to any finances. Have Mark Sloan draw up paperwork. Macy moved to proceed. Fussner seconded. Motion carried.

Trailer setup- Street Department has it done. Just need to pick up.

Letter to Editor – Pavey revised. Some changes made.

Dumpster Gate – Davis – They will be pouring approach so the gate will swing and last longer. Will cost more but we need to spend money in budget or encumber it for next year.

Tent slab – Done – Street Department did a great job.

Pavey said he got a call this weekend about a class reunion for next year.

Sharpe then handed out a suggestion from Danny Mathews.

Mathews asked the Street Department to put rock down around our new cement pad so that when they mow the stakes and ropes won't be in the way of mowing and weed eaters.

He wanted us to know that in the West End Park, there is a new open shelter 16 x 24 and to have Jake Hadix and Kirk Wildey building it with materials and cement, the Parks Department has less than \$1,000 in it.

Mathews said we are paying \$600 each summer to put up the tent and that it would pay for itself to have a permanent shelter at the Amphitheater.

He said we could probably have a permanent shelter for around \$2,000 with Jack and Kirk building it.

This would give us another option for rent to make money.

We could even apply for a grant through the RCCF.

Mathews then said we need to make the tent area handicap accessible. Taper off with asphalt for wheelchair accessibility.

We could save money by putting a metal roof on it.

For 5 years now we have paid \$600 to have the tent put up. We have spent \$3,000 and we could have already had a permanent shelter built for that.

Just wanted us to have something to think about.

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The board all agreed we need to look into this.

Sharpe reported the next draw at the RCCF will be February 15, 2012.

RFP – Interview – Pavey reported they received two proposals.

- 1) David Leonards – International Entertainment Bureau – Sent in an email as his RFP along with several letters testifying the fact that he was a Cultural Arts Contactor for the State of Indiana and used to schedule around 185 concerts in 35 State Parks every Summer. The attached letters were dated from 1985 to 2002.

His fee to contract with entertainers for the six concerts and the community day would be a flat \$7,500. This would include coordinating and contracting with the designated sound company, Showtyme Sound, and taking care of any other rider arrangements or needs that are specified in the groups riders. It is understood that RPOC is responsible for payment for such including all the talent their riders, and the sound company. He will only be responsible for the contacting and arrangements. He will also need to be indemnified for any liability involved as your agents.

- 2) Bohlsen PR– Andy Wilson, Vice President, Development of Public Relations – Also attached previous work performed and references.

Booking and Consultation and Fulfillment of RFP - \$5,000

In addition: PR, Publicity and Promotional Consultation: \$1,250 (The PR price would be \$3,500 as a standalone option)

In addition: If assisting with advertising buys and placement, the industry standard 15% of the buy would be 12.5%.

Sloan, Pavey, Asbury, Grocox and McCane reviewed the proposals.

Asbury stated Andy Wilson with Bohlsen PR has some really great ideas which make the group more excited about the Amphitheater now. Wilson seems easy to work with and he knows a lot of people.

Wilson's funding and PR is still cheaper than what we paid Vicky.

Wilson has access to lots of PR which could be a real good thing for us. He has 2,800 places to advertise and we now have 3.

Wilson stated he would also like to do a motorcycle drive in which will bring in a huge pull. He works a lot with Abate to do bike shows.

Can get us Zoe So – Led Zeppelin Tribute Band, Billy Joel Tribute Band and Jimmy Van Zandt.

Macy asked if we go this big can we handle it.

McCane said we would have to get more helpers. More volunteers.

Will be challenging but we can do it. Would bring more income into the community.

Asbury said she was apprehensive at first but she also feels by getting a bigger group we can do this.

Sharpe stated if we go bigger parking would not be an issue as we could shuttle people.

McCane said we could also partner with service organizations for help.

McCane said he thinks the bigger we get the more vendors will jump on board.

Wilson will also put our shows on national schedules.

Wilson's helper is Jordan. Andy and Jordan will come to the concerts and even help if we want them too.

Pavey wanted everyone to be aware that we are very complementary of Vicky and her getting us to this point but now we have a chance for bigger and better things.

Sharpe asked if we would meet and pick bands. Pavey stated Wilson will send us leads as well.

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Rathz asked if we needed opening bands.

Sharpe presented a list of possible dates for 2012: May 19<sup>th</sup> – Community Day  
June 9<sup>th</sup>  
June 23<sup>rd</sup>  
July 14<sup>th</sup>  
July 28<sup>th</sup>  
August 11<sup>th</sup>  
August 25<sup>th</sup>

Sharpe also stated we might want to consider September 8<sup>th</sup> and September 22<sup>nd</sup>.

Rathz suggested making the concerts an hour later to get out of the sun. She stated she would like to continue to do concerts in June, July and August. She also suggested starting concerts at 8:00 P.M. instead of 7:00 P.M.

Stout moved to accept the proposal of Andy Wilson with Bohlsen PR. Strobl seconded. Motion carried.

Sharpe read a "Thank You" card from Charlie Stout: *Your kindness is special and so are you! Thanks to a great group of friends and helping me celebrate my recent retirement. A big thank you to all for the gift. I'm sure it will get a lot of use!! Thanks, Charlie*

Rathz stated the Amphitheater Wrap Up Party will be October 29<sup>th</sup> at Cain and Amy Grocox house. Rathz and McCane will buy fried chicken and everyone is to bring a covered dish.

There being no further business, Fussner moved to adjourn. Asbury seconded. Motion carried. Meeting adjourned at 7:45 p.m.

Respectfully submitted:

Carla Sharpe, Secretary